ARIEDGE
Transforming Ideas Into Intelligent Software

Case Study

Revolutionizing Customer Service with 24/7 AI Support.

Overview

Primary Purpose: To Automate Customer Service by offering real-time, intelligent responses to customer queries—resolving issues such as order tracking, billing, technical support, and general inquiries without the need for human intervention.

Target Audience: Customers & End Users seeking help with services, purchases, or troubleshooting. Potential Leads evaluating offerings and needing pre-sale support.

Technology Used: Power Automate, Microsoft Copilot Studio, ChatGPT-4o (OpenAI).

Whats Next

Multilingual AI with CRM integration for seamless lead capture and ticket tracking. Continuous learning plus voice assistant support across WhatsApp, Alexa, and mobile apps.

About The Client

A Digital Enterprise deployed an AI Agent to handle first-line queries, cutting repetitive human workloads. This modernised customer service while improving speed and efficiency.

Challenge

The client's support team faced long waits, inconsistent answers, high costs, limited hours, and no multilingual support as routine queries surged.

Solution

The team launched an AI-powered Customer Support Agent for automation, scale, and personalisation. Advanced NLU powers human-like, natural conversations. It resolves FAQs, troubleshooting, and account queries instantly, 24/7. Multilingual capabilities serve a broad, diverse customer base. Seamless escalation hands off complex issues to human agents with full chat context.

The Results

- 24/7 instant support, <10s response, global coverage.
- 70% fewer tickets with AI handling routine queries.
- 30% cost savings by reducing hiring and BPO reliance.
- Consistent, error-free messaging.
- Feels human — a true game changer.

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